

The book was found

Music Marketing: Press, Promotion, Distribution, And Retail



Synopsis

(Berklee Press). Berklee expert speaks on how to market and distribute your songs and group. Sell more music! Learn the most effective marketing strategies available to musicians, leveraging the important changes and opportunities that the digital age has brought to music marketing. This multifaceted and integrated approach will help you to develop an effective worldwide marketing strategy. Step by step, you will develop an active marketing plan and timeline tailored to your unique strengths and budget. You will learn to time your marketing campaign effectively, publicize your music to traditional print outlets and emerging online opportunities, understand the current opportunities for online, satellite, and terrestrial radio play as well as navigate various retail and distribution options, both at brick-and-mortar and online options, such as iTunes, Rhapsody, and other services.

Book Information

Paperback: 224 pages

Publisher: Berklee Press; 11.1.2009 edition (August 1, 2009)

Language: English

ISBN-10: 087639098X

ISBN-13: 978-0876390986

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (28 customer reviews)

Best Sellers Rank: #45,684 in Books (See Top 100 in Books) #17 inÂ Books > Arts & Photography > Music > Business #70 inÂ Books > Humor & Entertainment > Sheet Music & Scores > Forms & Genres > Popular #387 inÂ Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

I am going to start by saying that "Music Marketing: Press, Promotion, distribution, and Retail" by Mike King is a very informative book. The book lays out, in some detail, ways to achieve success in the music business through the various outlets available to bands these days. The book doesn't strongly emphasize any particular avenue or approach, but does give a fair amount of do's and don'ts that can really be helpful to bands trying to break through to the next level. However, this book is not for the fly-by-night reader. I would venture to say that a typical band member picking up this book and trying to grasp the concepts in it, would be pretty hard pressed. Most of the stuff in this book seems to be designed from the perspective of a publicist, marketer, or music business insider.

While this does work on many levels and gives some great insight into areas a band may never think of, the reading is more in-depth than I would have ever cared to endure when I was in a band. Even as a Marketing major, some of the concepts in this book are a little beyond my grasp. The book has a heavy lean toward the Boston-area (which is where the book was published, incidentally.) It's not that big of a deal, but I mention it because the music scenes vary from one city to the next and a city-centric focus may be off-putting to some readers. The book also has a much heavier focus on bands that have already kind of established themselves and are trying to make it to the next level or get signed. So, I would caution brand new bands from picking this book up. Furthermore, many of the concepts in this book cost a lot of money with little focus on guerrilla tactics of marketing. A band could get a few key components from this book, however.

[Download to continue reading...](#)

Music Marketing: Press, Promotion, Distribution, and Retail Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) Health Promotion Throughout the Life Span, 7e (Health Promotion Throughout the Lifespan (Edelman)) Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing,

E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step
From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM,
... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use
Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing,
Social Media Marketing) Marketing Livestock and Meat (Fpp Agricultural Commodity Economics,
Distribution, & Market) CRAFT BEER MARKETING & DISTRIBUTION - BRACE FOR
SKUMEGGEDON The Photographer's Guide to Marketing and Self-Promotion Advertising and
Promotion: An Integrated Marketing Communications Perspective, 10th Edition Advertising and
Promotion: An Integrated Marketing Communications Perspective, 9th Edition

[Dmca](#)